



THE COUNTY OF SAN BERNARDINO WORKFORCE INVESTMENT BOARD

2010-2011 ANNUAL REPORT

..... LEADING A STRONG AND DIVERSE WORKFORCE
TO GREATER ECONOMIC OPPORTUNITY





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MESSAGE FROM THE CHAIR

*On behalf of the County of San Bernardino Workforce Investment Board,
I am proud to present our 2010-2011 annual report.*



Pam Houston, general manager of Houston and Harris, was forced to lay off 50% of her employees over an eight month period and, as business continued to plummet, she faced the possibility of closing the doors of her 23-year-old, family-owned business.

When Malena Bell was laid off, she was in the situation that every parent fears – coming within one month of living on the street. “When I lost my job, I was forced to apply for public assistance,” she said. “I went from making \$1,800 each month to subsisting on \$500 each month.”

Like many areas across the country, the San Bernardino County Workforce Investment Board often heard stories like these. Over the past year, the many private-sector business leaders who volunteer their time to serve on our Board provided great leadership and direction. Their understanding of our local economy identified innovative approaches that created opportunities for businesses and job seekers alike.

The Board partnered with a business process improvement specialist to help Pam Houston streamline her company's operations, keep her employees and open up hiring. After changing many of their daily processes, Pam was able to increase her business and hire new staff through the Board's On-the-Job Training program.

Malena wasted no time utilizing the services offered through the Board's Employment Resource Centers. By attending free workshops offered by the Centers, she had her ear to the ground and learned Patton Sales Corporation would be hiring through our On-the-Job Training program. “She hated being on government assistance and took it personally,” said Jon Novack, President of Patton. “Give me a chance and let me show you what I'm about,” said Malena. Jon gave her that chance and Malena was able to stay in her home and begin rebuilding her life.

Our County's vision is to create a vibrant economy with a skilled workforce that attracts employers who seize the opportunities presented by the County's unique advantages and provide the jobs that create countywide prosperity. The following pages highlight the Board's innovative programs, accomplishments and strategies designed to achieve this vision.

ROD HOOVER

Chair, County of San Bernardino Workforce Investment Board

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ACKNOWLEDGEMENTS

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<i>Phil Cothran</i>	<i>Bob Lemley</i>	<i>Jonathan Novack</i>	



COUNTY OF SAN BERNARDINO WORKFORCE INVESTMENT BOARD



The County of San Bernardino Workforce Investment Board (WIB) is a policy-making entity empowered by the Workforce Investment Act of 1998 to educate and train local workers and support businesses.

On behalf of the County of San Bernardino Board of Supervisors (County), the San Bernardino County Local Workforce Investment Board (LWIB) administers and oversees WIA training and support programs that build the skills of the County's workforce and support local enterprise.

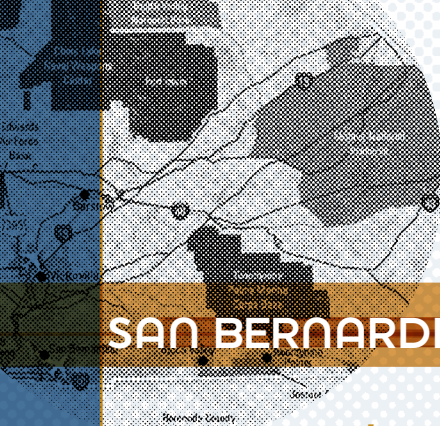
The LWIB annually conducts strategic planning sessions to assess and review its successes and identify areas of need in order to develop short and long-term plans. The Local WIA Strategic Plan aligns WIA services with the County Vision of creating a vibrant economy with a skilled workforce.

The LWIB has identified and understands the workforce investment needs of businesses and job seekers and has implemented the following strategies that are consistent with the Governor's workforce development priorities.



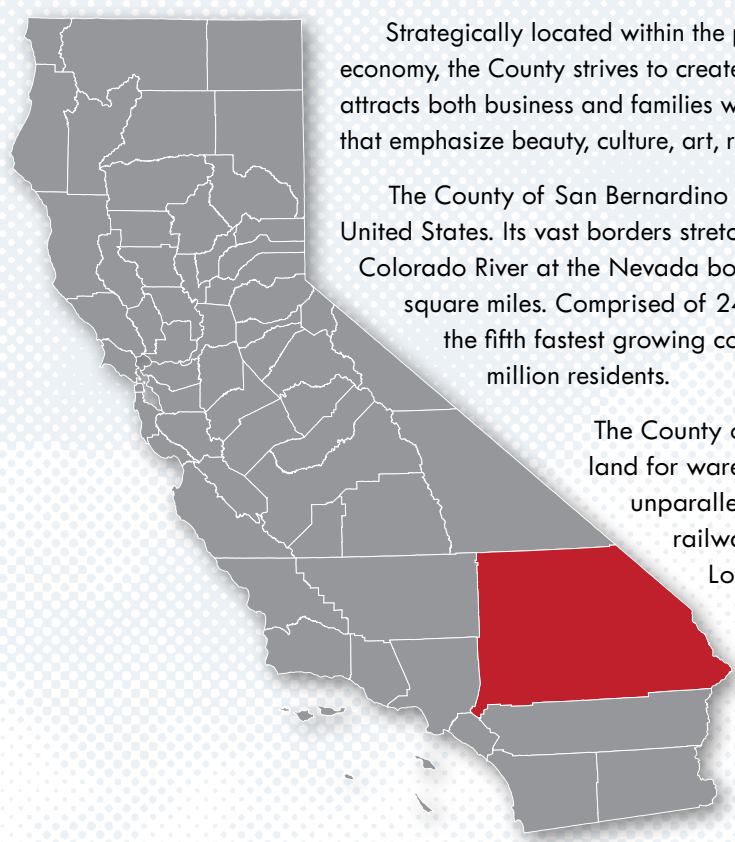
MISSION STATEMENT

*“The County of San Bernardino Workforce Investment Board **DEVELOPS** and **PROMOTES** economic and employment opportunities for businesses, employees and job seekers by **UNDERSTANDING** emerging economic trends, **LISTENING** to employers, **CREATING** partnerships and **PROVIDING** services in a caring manner.”*



SAN BERNARDINO COUNTY AT A GLANCE

The County of San Bernardino is home to a fast-growing \$96 billion economy built upon a diverse base of industries ranging from international trade to manufacturing and professional services. On its own, the County's economy would rank 48th in the world, placing it among the top quarter of all nations. Its assets include numerous colleges and universities that support a strong, diverse workforce.



Strategically located within the powerful and lucrative Southern California economy, the County strives to create a safe, clean and healthy environment that attracts both business and families who are interested in a higher quality of life that emphasize beauty, culture, art, recreation, education and a sense of history.


The County of San Bernardino is the largest county in the contiguous United States. Its vast borders stretch from the greater Los Angeles area to the Colorado River at the Nevada border encompassing a total area of 20,160 square miles. Comprised of 24 cities, the County of San Bernardino is the fifth fastest growing county in the nation with more than two million residents.

The County of San Bernardino provides available land for warehousing and logistics including an unparalleled network of highways, runways and railways that make it possible for the Ports of Long Beach and Los Angeles to distribute 40 percent of the nation's imported goods to regional, national and international business centers.







WHO WE ARE



The County of San Bernardino Department of Workforce Development operates programs under the direction of the Workforce Investment Board (WIB). With funding through the Department of Labor's Workforce Investment Act (WIA), the WIB's programs serve job seekers and businesses through three Employment Resource Centers located in San Bernardino, Rancho Cucamonga and Hesperia.



Services provided at these centers include career counseling, job search, skills and aptitudes assessment and occupational training. Customers using the centers have access to highly trained staff, free computers, Internet, telephones, information on community-based service programs and services, fax and copy machines as well as printed materials to help them search for a job.



Business customers benefit from customized recruitment services, easy access to a large pool of pre-screened job applicants, customized labor exchange services, creation and management of job orders and much more. Businesses may wish to utilize the resource library containing more than 1,000 business-related titles, business development software and online resources, or to access the services offered by the Small Business Administration and other partners.





BUSINESS SERVICES

In a strategic decision to bolster the County's employers, the Workforce Investment Board dedicated a portion of federal dollars to fund business-support programs.



The Business Resource Team is made up of 14 individuals who meet with businesses throughout San Bernardino County. Each team member visits local companies to provide recruitment and job training assistance, disseminate information, solve problems, and identify economic issues.

In 2011, the WIB directed the Business Resource Team to visit and establish relationships with more than 2,800 businesses. These visitations resulted in providing services on more than 6,400 occasions. The Business Resource Team hosted 10,912 job postings on its website, CSB-WIN.org and helped fill job openings.

Last year, the team held 120 customized and specific recruitments for new employers such as Home Meridian International, Burlington Coat Factory, SOS Salson, Ross Dress for Less, Western Southern Life Insurance Co., and Best Buy.

Businesses continue to take advantage of On-the-Job Training (OJT) programs offered by the WIB. The OJT program reimburses employers for a percentage of the wages paid to a new hire for a defined period of time

while he or she is learning the job and gaining new skills. This benefits the new hire and the employer, who recovers some of their new hire costs. This program resulted in 344 employment contracts for the year.

In 2011, San Bernardino County's unemployment rate remained higher than national and state averages. At the WIB's direction, the Business Resource Team supported efforts to help dislocated workers by matching job seekers with employers who were hiring. Five job fairs were held throughout the year in Barstow, Adelanto, Joshua Tree, Rancho Cucamonga and Ontario. More than 12,000 job seekers attended these events to meet recruiters and learn about the thousands of jobs offered by local businesses.

The WIB reacted quickly with its Rapid Response services to numerous businesses that were in danger of closing. Consequently, the Business Resource Team assisted 1,940 employees with re-employment services and benefits resources. Through the WIB's business specialists, 24 employers were provided services, retaining 210 jobs and creating 30 new jobs.



BUSINESS SERVICES

In today's challenging economic environment, business owners and managers are doing their best to stay competitive, improve productivity and reduce costs. The Business Resource Team matched companies who were struggling or were on the verge of closing with process improvement specialists, California Manufacturing Technology Consulting® (CMTC), Deisell Consultants, LLC, and Jeff Weston Action Coach.

California Manufacturing Technology Consulting worked with manufacturers to streamline operations, develop marketing plans and achieve specific certifications required by government contractors. The companies assisted included Products Techniques, MacroAir Technologies, Aldco Ladder, Fluidyne, Glenco Manufacturing and Market Night Manufacturing.

Deisell Consultants, LLC deployed certified Lean Six Sigma Master Black Belts to help 10 local employers develop effective marketing strategies, seek new revenue streams, cut waste and streamline operations that leverage the talents of employees.

Operating a business requires constant updates on labor laws and other regulatory changes. To assist businesses in navigating the regulatory landscape, the Business Resource Team offered 37 workshops on a variety of topics. More than 700 businesses attended workshops on marketing, labor law updates, human resources and process improvement.



TESTIMONIAL

*San Bernardino based **Teamwork Packaging** was experiencing increased demand for its services, and needed to hire additional workers. When they researched staffing agencies, they could not afford the additional costs.*

The WIB partnered with Teamwork Packaging to help them hire the people they needed by taking advantage of the no-cost recruitment assistance, pre-screened qualified applicants, free website job posting and On-the-Job-Training wage reimbursement for eight new employees. Teamwork Packaging continues to use the HR Hotline to remain updated and in compliance with California labor laws. The company estimated that these valuable WIB services saved them more than \$17,200 and most importantly, allowed them to hire the additional employees they needed.





EMPLOYMENT RESOURCE CENTERS

San Bernardino County continues to be affected by high unemployment, yet businesses continue to struggle to find and hire skilled, qualified workers. Through partnerships with County agencies and nonprofit organizations, the Workforce Investment Board's three Employment Resource Centers are serving as the connection point for job seekers, employers and job-training service providers.

San Bernardino County's three Employment Resource Centers support economic recovery with various resources, workshops and counseling designed to meet the ever-changing workforce needs of the community.

For job seekers, the Centers offer a complete range of employment tools, workshops and services:

- *Support job seekers with job search tools, resources and strategies.*
- *Partner with local businesses to provide recruitment, online job listings and On-the-Job Training programs.*
- *Offer workshops and meetings to help job seekers build job search skills.*
- *Provide vocational training in high demand occupations.*
- *Deliver individualized and group counseling to job seekers.*

The Employment Resource Centers support the communities of San Bernardino County by providing space for employment-related events including training meetings, focus group sessions and area and regional membership conferences. Expert employment advisors and job developers are available to help plan and attend job fairs and employment recruitment.

ACCOMPLISHMENTS

- *More than 92,690 customers visited the three centers*
- *WIA funds trained 3,370 customers to enter careers in high-demand industry sectors*
- *30,600 County residents received intensive services including skills assessment, job placement and/or vocational training and career development mentoring*
- *61,145 internal system job referrals and 82,760 external job referrals through the County's www.csb-win.org system*
- *13,930 jobs posted to the County's system*
- *Referrals for On-the-Job Training positions resulted in 344 executed contracts*

SPECIAL PROJECTS

- *National Emergency Grant supporting On-the-Job Training for workers who were affected by layoffs due the economic downturn.*
- *Desert Green Veterans Grant support separated veterans for green industry sector On-the-Job and vocational training.*
- *Collaborations with San Bernardino County Community Colleges and local vocational training providers have resulted in customized trainings developed through the input of local employers to meet the needs of county businesses.*

COLLABORATION WITH EDD/PARTNERS/OTHER DEPARTMENTS

The Employment Resource Centers partnered with other county agencies, Veteran Services, non-profit organizations and various state agencies to offer San Bernardino residents a complete range of services and resources. Through special grant funding, the Workforce Investment Board used Disability Navigators to increase partnerships and resources for customers with disabilities. Additionally, partnerships with Veteran Services have resulted in a streamlined and expedited enrollment process for veterans seeking job search and training assistance.

TESTIMONIAL

Home Meridian International expanded its Phoenix furniture distribution center to a new one million square foot facility in Redlands, CA.

Ted Dancart, who oversaw the opening of the distribution center, was impressed with the organized and efficient hiring services he received from the WIB.

"Experts at the Employment Resource Center in San Bernardino handled the hiring process for us, including finding and screening candidates, scheduling interviews and setting us up in a private conference room," Dancart recalled. "We are very pleased with all of the individuals we hired using this process."



SPECIAL GRANTS AND PROJECTS

ALLIANCE FOR EDUCATION

In partnership with the San Bernardino County Superintendent of Schools Alliance for Education, the Workforce Investment Board delivers enhanced services to the youth and businesses of San Bernardino County. The Alliance's "Linking Learning to Living" initiative aligns common goals among partners in education, business, labor, government and community to produce an educated and skilled workforce for the 21st century.

This partnership launched an interactive website, Workforce Access Matrix matrix.sbcalliance.org, which tracks unfilled jobs and links them to local training organizations. The Workforce Access Matrix is useful to businesses and site selectors looking to locate or expand

operations in San Bernardino County. The Matrix will also aid employers searching for qualified employees and youth who are researching educational paths to in-demand occupations.

As a compliment to the Matrix, the Partnership Connection was launched to link Workforce Investment Act youth to training institutions and the community. This website connects youth and students with businesses and service opportunities throughout San Bernardino County. Opportunities on this site include on-site learning, project/problem-based learning, paid and unpaid internships, job shadowing, mentoring, and field study which teach the academic skills and knowledge needed in the workplace.



CALIFORNIA NEW START PRISON-TO-EMPLOYMENT PROGRAM

In 2011, The State of California passed Assembly Bill 109 and 117 to reduce overcrowding and recidivism in state prisons. Many counties have experienced a high recidivism rate, and San Bernardino County is no exception.

The New Start Program addresses this problem through education, skills training and specialized workshops that will enable parolees to find employment and reestablish themselves within the community.

Since its inception, the County of San Bernardino's New Start Program has served 477 parolees, of which, 182 have obtained employment through program year

ending June 30, 2011 resulting in an employment rate of 38 percent. This is especially noteworthy because the County's unemployment rate was more than 13 percent. Despite its high unemployment, the WIB enjoys one of the highest reported job placement rates for this program in the state.

In addition to education and skills training, participants in this program are provided support services, including reimbursement for the cost of right-to-work documents, interview and work clothing, and transportation support resources.



SPECIAL GRANTS AND PROJECTS

DESERT GREEN VETERAN'S GRANT

The Workforce Investment Board secured funding through the Desert Green Veterans Grant to train and place recently-separated and other veterans into the growing green industry sector.

In April 2010, the San Bernardino County Workforce Investment Board approved a partnership with Kern, Inyo, and Mono Counties to train and place 100 veterans in the green industry sector. These jobs will have a primary focus on renewable and sustainable energy.

Legislative requirements, increasing energy and commodity costs, have all led to a widespread push for a greener economy in all industry sectors. As the mining industry struggled to find qualified workers, many returning veterans needed to find work. The Workforce Investment Board addressed this problem by collaborating with Barstow Community College and Molycorp, the only rare

earth oxide producer in the Western Hemisphere, to launch the Industrial Maintenance Mechanic Training course. The first class of 13 veterans successfully graduated with the skills to meet the requirements of a first-year apprentice entering the Industrial Maintenance Mechanic field.

Through outreach activities, this program has set the stage for training that will lead to employment in emerging and sustainable industries. This would not be possible without the coordination between the local Veteran's Affairs Office, Veteran's Hospital, National Guard Armory, Fort Irwin, Marine Corps Logistics Base and the San Bernardino County Workforce Investment Board.

TESTIMONIAL

Vietnam veteran **Nelson Rodriguez** was laid off after working with a manufacturing company for seven years. He went to the San Bernardino County Workforce Investment Board's Employment Resource Center (ERC) and found a place where there was opportunity and support to find a new career.

"I started going to the ERC every day to work on my resume and research career options," he said.

His career mentor told him about the Desert Green Veterans Grant that would fund a job training program as well as assist with job placement. He visited Technical Employment Training, Inc. (TET) and found a great opportunity to enter a high-demand industry. After taking a test and going through an interview, Nelson was accepted into TET's program to earn two National Institute for Metalworking Skills Machining Level 1 certifications.

"I've been here for three months and I feel I have a future with this type of work," Nelson said.

VETERANS EMPLOYMENT ASSISTANCE PROGRAM

In an effort to help veterans build careers in the civilian world, the Workforce Investment Board sought and received \$500,000 in funding for the Veteran's Employment Assistance Program.

Administered for a three-year period, this program provides veterans with customized vocational training programs developed with the input of local employers. These training programs teach the skills necessary to secure a job and adhere to national certification standards in the local demand industries, including aviation, transportation, manufacturing and environmental technology.

In Program Year 2010-2011, 175 veterans participated in this program, receiving training, supportive services and job placement. Current employment data indicates over 60 percent of veterans that participated in vocational training have entered training-related employment.



SPECIAL GRANTS AND PROJECTS

THE DISABILITY PROGRAM NAVIGATOR

People with disabilities have often been subject to a system that is fragmented and difficult to navigate. The Disability Program Navigator works in partnership with Workforce Investment Board's Employment Resource Centers to provide accessible services and resources to job seekers with disabilities.

The Disability Program Navigator Program is a federally funded program sponsored by the US Department of Labor and the Social Security Administration.

The Workforce Investment Board secured additional, one-time funding from the California Employment Development Department to hire three Navigators. The Navigators worked to increase employment and self-sufficiency for persons with disabilities by linking them to employers and by facilitating access to supports and services that will provide the transition to employment.

This program also provides employers with resources for assistive technology and accommodation, tax savings as well as an introduction to an underutilized labor pool.

TESTIMONIAL

Juan L. of Chino, CA. was laid off from his job in the cable industry. He worried about his options until he attended an orientation meeting at the San Bernardino County Workforce Investment Board's Employment Resource Center in Rancho Cucamonga.

"They asked if I was a veteran and suddenly the opportunities opened up," he said.

His career mentor informed him of the many avenues open to him, including enrolling in a training program funded by the Desert Green Veterans Grant.

"She gave me the options and helped point me in the right direction towards a career path with longevity," he said.

Juan enrolled in the HVAC and green technology program at the Center for Employment Training in San Bernardino. "This industry is booming and I'm grateful for the assistance of the Workforce Investment Board to get my foot in the door," he said



ON-THE-JOB TRAINING NATIONAL EMERGENCY GRANT (OJT-NEG)

As part of the American Recovery and Reinvestment Act of 2009, the Secretary of Labor announced funding for On-the-Job Training National Emergency Grants on June 25, 2010. The Workforce Investment Board secured a portion of this funding to provide opportunities for dislocated workers experiencing prolonged unemployment in industry sectors that had been severely hit by the economic downturn.

The On-the-Job Training National Emergency Grants also provided assistance to employers who needed personnel but did not have the additional resources to hire and train new employees. The program encouraged businesses to hire by reimbursing a percentage of new employee's wages during a specified training period. The Business Resource Team worked with companies not only in providing the contracts, but also with recruitment support and access to a pre-screened candidate pool through the Employment Resource Centers.

As of June 30, 2011, the County of San Bernardino's On-the-Job Training National Emergency Grant had placed 77 individuals in OJT opportunities.





SPECIAL GRANTS AND PROJECTS

TECHNICAL EMPLOYMENT TRAINING, INC.

When local high schools shut down their machining programs, manufacturers struggled to find skilled and qualified entry-level machinists. In partnership with the San Bernardino County WIB, Technical Employment Training, Inc. is filling the gap.

Technical Employment Training Inc. launched its first class to prepare students to enter careers in high technology manufacturing. Since its founding, 28 students funded by the WIB graduated and 21 of them have found gainful employment.

This program provides students with work-based training to earn two National Institute for Metalworking Skills Machining Level 1 certifications. The program also accepts work from local employers, which immerses students in a real-world working environment. This gives employers the opportunity to review student performance before granting invitations to interview for jobs. The entire training sequence takes 630 hours. The program's first students graduated in December of 2010; three additional classes have since graduated.

The school has established relationships with local, national and international employers. These employers have been so impressed with the program and quality of students that they return to the school for additional personnel.



TESTIMONIAL

*"When I first came to TET, they promised me two things: we will get you certified in high-tech machining and we will place you in a job," said **Troy Gayler** of Redlands, CA. Troy started his new job at Sierra Aluminum the same week of his graduation ceremony. "TET gave me a second chance and a new career. This would not be possible without TET Dr. William Clarke and my instructors," he exclaimed proudly.*

PRESCHOOL SERVICES

San Bernardino County's Preschool Services Department provides high-quality child development and family support services. Through a partnership with the Workforce Investment Board, the department has hired and developed an exceptional workforce of staff and volunteers.

The Workforce Investment Board launched a workshop program to provide interpersonal skills training and seminars on résumé writing, interviews and job searching to parents of children enrolled in the Preschool Services' Head Start program.

Last year, 15 workshops were held and more than 75 participants served.

The program provides two separate workshops for parents. The soft-skills workshop introduces participants to the various career paths within the department and teaches ethics, self esteem, customer service and job retention. This workshop is followed by the job attainment workshop that provides assessment tests and lessons on finding employment, filling out applications, resume writing and interviewing. As the needs of the participants are identified, the workshops are customized to ensure they receive the information they need.

YOUTH PROVIDERS

In Program Year 2010-2011, the Workforce Investment Board partnered with 13 youth service providers to help more than 1,320 youth build the skills needed for successful careers. This year-round Workforce Investment Act (WIA) Youth Program offers training and employment opportunities to those between the ages of 17 and 21 in San Bernardino County. Partners include local school districts, community colleges, business partners and social service agencies. All are funded by WIA to provide young adults with the connections and resources necessary to support their professional and personal growth

Youth who meet income and program requirements are eligible to participate in the WIA Youth program. Participants receive career counseling and guidance, reading and math remediation, tutoring, alternative secondary schooling, vocational training, leadership development and job placement assistance. Youth participants also complete workshops designed to improve work readiness, problem solving and decision making skills, expand interpersonal and life skills and improve computer literacy.

WIA Youth service providers across the County of San Bernardino have made a significant impact in the lives of the youth they serve. By working with each participant, they help create road maps that include career and educational goals which will give them independence and financial self-sufficiency.

A key attribute of the success metric of WIA youth programs is the attainment of a degree or certificate, job placement, enrollment in an educational program and literacy and numeracy gains. San Bernardino County's WIA-funded youth have exceeded these goals for 2011.

To provide information to the local community, the Youth Council developed a marketing campaign highlighting in-demand occupations within San Bernardino County where technical certificates enable individuals to enter the workforce. In collaboration with the County Superintendent of Schools, videos and posters were distributed to every middle and high school career center within the County. To showcase the videos a new youth-driven website, www.sbcountyjobops.com was created to provide access to career resources and information about WIA-youth programs.



MONSTER'S MAKING IT COUNT

The Workforce Investment Board partnered with Monster to provide an innovative program to all enrolled WIA Youth participants. Launched in September 2010, "Making It Count" was presented at each provider location and throughout 2011. The program returned with bi-monthly workshops on work readiness, career exploration, financial literacy and skill development. Monster also presented "Making It Count" at the annual Y4 Youth Event. The workshops actively engaged all participants by utilizing a high energy approach with relatable, motivated speakers who have experience working with at-risk youth. The focus of these workshops supports the objectives the WIA Youth Program in providing each participant with career and life skills. Using targeted messaging and relevant content, youth were empowered to make informed and responsible choices about their future.

TESTIMONIAL

When Alyssa Borgfield, 19, enrolled at the PAL (Provisional Accelerated Learning) Center, she had no hope and no plan for her future. Once she met her new career mentor, everything changed. Finally, there was someone who cared about her and who could help her develop a career plan.

"I have been told my whole life that I have no chance to succeed," Borgfield said. "But this workshop and the support I receive at the PAL Center changed the way I think about my future."

Roger Venegas was laid off and struggled to find work, often competing with more experienced workers for entry level jobs. Even though he had the desire, he couldn't afford college and he didn't know about financial aid. When his brother told him about the WIA Youth Program at the PAL Center in San Bernardino, CA, Venegas applied and was accepted.

"When I walked into the PAL Center, I felt like I had finally accomplished something," Venegas said. "The WIA Youth program at the PAL Center has changed my life and made me realize I have potential. I am forever thankful to this amazing school."

YOUTH SERVICES

Y4 EVENT – “WHY YOUTH? WHY WAIT? WHY NOW? WHY NOT?...BECAUSE THE NEXT GENERATION IS ALREADY HERE!”

The annual Workforce Investment Board-sponsored Y4 Youth Event, organized by the youth of San Bernardino County, took place on May 5th at the Million Air Hangar in San Bernardino International Airport. More than 500 Workforce Investment Act (WIA) youth participants attended the culmination of the year-round WIA Youth Program.

The event connected WIA-enrolled youth with career guidance, educational resources and local employment opportunities. The attendees had a chance to hear inspiring words from Third District Supervisor Neil Derry, Fifth District Supervisor Josie Gonzalez, Workforce Investment Board Executive Director Sandy Harmsen, and former NFL Wide Receiver Mark Seay.

Attendees were inspired by motivational speakers from Extreme Entrepreneurship Tour and Monster.com, and participated in skill building workshops and breakout sessions. After lunch, attendees networked with more than 30 representatives from local employers, public agencies, vocational schools and colleges at a resource fair. Each youth was given an employment tool kit. The tool kit included a bound portfolio, a flash drive pre-loaded with employment information and websites, polo shirt and professional pen. Most importantly, participating youth took away professional strategies and techniques they can utilize in their own pursuit of educational and career goals.



HOSPITALITY PROGRAM GRADUATE RECEIVES SHERATON EMPLOYEE OF THE MONTH



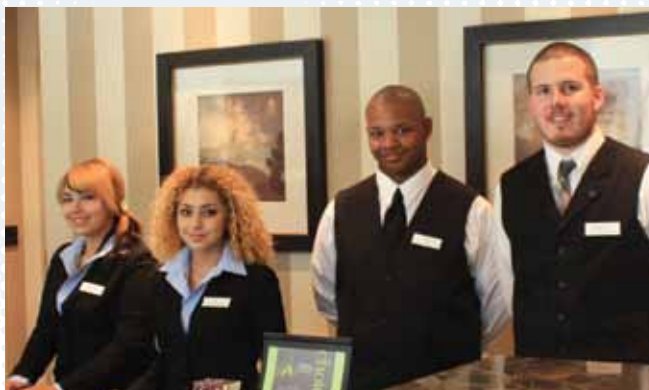
After completing the Regional Occupational Program, Hospitality Training at the Fairplex Sheraton and Conference Center in June 2011, Daniel Macias was hired by the hotel as a front desk clerk.

Within two months, his excellent customer service skills led to him being named Employee of the Month. His bilingual skills and helpful attitude towards guests and co-workers alike have proven to be of great value to his employer.

While working at the Sheraton Fairplex, Daniel also studies at Cal Poly Pomona. His income assists his single-parent family.

John Gilbert, General Manager of the Sheraton, teaches several courses in hospitality for this Workforce Investment Act (WIA)-funded training program. This program emphasizes the importance of customer service with the components of running a successful hotel. This partnership with the Fairplex Sheraton is a great asset to youths enrolled in WIA programs.

Career Institute, which is one of 13 contract youth service providers for the San Bernardino Workforce Investment Board, is currently serving 380 young adults, ages 18-21. The training program focuses on short-term certificated occupational training programs in the following areas: Certified Nursing Assistant, Hospitality Training, Emergency Medical Technician, Auto Mechanic, Security Guard, Business Finance and Retail Sales. This program gives low-income and at-risk students the opportunity to build a career. Each student is paired with a career mentor who guides them through basic skill remediation, identifying a career path, planning for education and obtaining life skills. Students also are trained in customer service and personal financial management skills. Mentors continue to follow up with each student for one year after they complete the WIA program to keep them on track to reach their goals.





WORKFORCE PARTNERSHIPS

THE DEPARTMENT OF BEHAVIORAL HEALTH

Passage of the Mental Services Act in November 2004 called for more licensed mental health workers statewide. San Bernardino County Department of Behavioral Health had an ample number of pre-licensed social workers, marriage and family therapists, and psychologists; however it had a shortage of licensed staff.

The Workforce Investment Board (WIB) funded an exam preparation course to license 57 incumbent workers. The exam preparation course selected participants based on the candidate's current performance and potential to be promoted within the department.

A total of 16 individuals received their licenses and were promoted with higher salaries. These promotions

helped the county address statewide goals for serving children, transitional-aged youth, adults, older adults and families. Even with budget constraints, these promotions have allowed the Department of Behavioral Health to fill eight of the 16 vacated pre-licensed clinician positions. This program continues to be successful and more new hires and promotional opportunities are anticipated in the upcoming fiscal year.

The Department of Behavioral Health received an award from the National Association of Counties (NACo) for its innovative partnering with the WIB to address the mental health services needs, achieve promotional opportunities for incumbent workers and create jobs in San Bernardino County.

GATEWAY JOB READINESS AND INROADS

The Gateway Program is designed to transform the lives of incarcerated youth through education and work preparation skills. The Gateway Program is a partnership between the Workforce Investment Board and the Probation Department that focuses on placing these young people into jobs to reenter the community as productive, law-abiding citizens

To support youth in the Gateway Program, the Workforce Investment Board assigned a full-time career counselor to lead the job readiness component at the Regional Youth Educational Facility. This counselor worked with the wards to create an education and job-training plan and helps them learn how to search for jobs, complete career assessments and access the resources at the County Employment Resource Centers. These resources include learning basic computer skills and job preparation workshops on résumé writing, interviewing techniques and how to conduct oneself in the workplace. At the completion of the program, the young men have developed career portfolios that they may use in their job search.

This year, 14 young men have successfully completed the job readiness component and five have found employment. Six individuals are currently enrolled in the component for job readiness.





WIB GOALS FOR 2011-2012

- *Ensure the WIB remains the go-to-source for business solutions, workforce development and job training needs within the County of San Bernardino.*
- *Implement a branding and marketing strategy that delivers a consistent message about WIB services, programs and successes.*
- *Develop, launch and support strategic alliances to enrich, enhance and expand access to new markets, attract employers and strengthen the WIB's knowledge and capabilities.*
- *Through innovative use of the Internet and social media, provide effective outreach to all citizens of San Bernardino County showcasing our comprehensive menu of employment and training options.*
- *Partner with the private sector to identify, support and deliver entrepreneurial and self-employment training options through the Employment Resource Centers.*
- *Prioritize Youth Leadership Development and Youth Employment Services.*
- *Strengthen the capacity of the Employment Resource Centers to better serve our County's returning Veterans, youth and persons with disabilities.*
- *Strive to lead the national conversation on workforce issues.*

Adopted by the San Bernardino County Workforce Investment Board January 30, 2012

COUNTYWIDE VISION STATEMENT

We envision a complete county that capitalizes on the diversity of its people, its geography, and its economy to create a broad range of choices for its residents in how they live, work, and play.

We envision a vibrant economy with a skilled workforce that attracts employers who seize the opportunities presented by the county's unique advantages and provide the jobs that create countywide prosperity.

We envision a sustainable system of high quality education, community health, public safety, housing, retail, recreation, arts and culture, and infrastructure, in which development complements our natural resources and environment.

We envision a model community which is governed in an open and ethical manner, where great ideas are replicated and brought to scale, and all sectors work collaboratively to reach shared goals.

From our valleys, across our mountains, and into our deserts, we envision a county that is a destination for visitors and a home for anyone seeking a sense of community and the best life has to offer.

Adopted by the San Bernardino County Board of Supervisors June 30, 2011



Our Job is Your Future!

COUNTY OF
SAN BERNARDINO



WORKFORCE INVESTMENT BOARD

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www.sbcountyadvantage.com